

'ĀINA TO MĀKEKE FOOD PRODUCT: START-UP TO SHELVES



This 12-week education program examines what it takes to become a successful food business entrepeneur. Workshop sessions guide the participant in how to scale-up a kitchen recipe into a commercial product that is ready for market.

Introduction
to A2M,
Your Product
& Consumer
Marketplace
Survey,
Product Costs

Licensing & Regulations, Introduction to Cost of Goods Food Science
Workshop,
Working
in a Commissary
Kitchen





Working with a Co-packer, Cost of Goods and Recipe Scaling

Business Law Startup Costs, Margins, Break Even

Food Safety Modernization Act, Managing Your Business

Branding and Packaging

Sales Sheets and Praticing Your Pitch E-commerce and Social Media





Selling at Super Markets, Selling at Farmers Markets Pistribution

Pitch Presentations